

Miguel Maximiliano Alvarez

Designing Creative Digital Content & Experiences



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Atlanta, GA



Education

Master of Science in Digital Media

Bellarmine University

Completed in 2021

Bachelor of Business Administration

University of Toledo

Completed in 2017



Skills

- Project Management
- UX/UI Design
- Innovative Solutions
- Digital Media / Marketing
- Communication Skills
- Photography / Videography
- Adobe Suite



Achievements

June 2024 | HACR
Young Hispanic Corporate Achievers

May 2022 | McKinsey & Company
Hispanic Management Accelerator



Languages

Fluent in English & Spanish

May 2020 - Present

Papa Johns International

Digital Content Designer

- Conceptualized, directed, and edited multimedia projects used both internally and externally to promote the brand, resulting in an increase in brand visibility and engagement. Projects included top talent such as Shaquille O'Neal.
- Designed engaging and interactive learning experiences that re-imagine how restaurant processes were presented and how team members interacted with them. This led to an improvement in staff comprehension and operational efficiency.
- Managed a diverse group of projects and cross-functional teams dedicated to enhancing the brand experience both domestically and internationally. These initiatives led to an increase in user satisfaction and project expansion into international markets.
- Efficiently allocated resources and managed a budget for equipment, studio operations, and concept design creation, resulting in a reduction in production costs while maintaining high-quality output.
- Pioneered the use of cutting-edge tools, including 3D render environments, artificial intelligence, and cloud-based design programs, to accelerate project completion and enhance overall workflow efficiency.

Feb 2020 - May 2020

Flavorman

Photographer / Videographer

- Led the set-up and creation of product photography for various beverage brands in a professional studio setting, resulting in visually captivating and consistent brand imagery.
- Effectively shot, edited, and posted engaging video content across multiple social media accounts, contributing to an increase in social media engagement.

Jan 2019 - Jan 2020

Steel Technologies

Inside Sales Account Manager

- Forecasted production and shipments; coordinated shipping strategically to reduce logistical costs.

Feb 2018 - May 2018

DMH Advertising

Assistant Project / Account Manager

- Assisted with the management of multiple accounts; from developing a brand strategy, forecasting schedules, establishing tasks and milestones, to proofing the final product and making sure projects are completed on time.